WHAT IS CLAIMED IS:

- 1. A heat-shrinkable cylindrical label, wherein both side end sections of a label substrate comprising an inner layer sheet laminated onto the rear face of an outer layer sheet having heat-shrinkability are overlapped with each other to make the label substrate into a cylindrical form, thereby forming a center seal section, and wherein an outer layer sheet exposure section having no inner layer sheet is formed in the rear face of the one side end section of the label substrate, and the outer layer sheet exposure section and the front face of the other side end section of the label substrate are overlapped with each other, and stuck to each other with a solvent or an adhesive.
- 2. A heat-shrinkable cylindrical label, wherein both side end sections of a label substrate comprising an inner layer sheet laminated, through an adhesive layer, onto the rear face of an outer layer sheet having heat-shrinkability are overlapped with each other to make the label substrate into a cylindrical form, thereby forming a center seal section, and wherein one side edge of the inner layer sheet is arranged inside one side edge of the outer layer sheet and further one side edge of the adhesive layer is arranged inside the one side edge of the inner layer sheet, whereby an outer layer sheet exposure section is formed in the rear face of the one side end section of the label substrate, and the outer layer sheet exposure section and the front face of the other side end section of the label substrate are overlapped with each other and stuck to each other with a solvent or an adhesive.
- 3. A heat-shrinkable cylindrical label, wherein both side end sections of a label substrate in which a design printed layer and an inner layer sheet are laminated in this order onto the rear face of an outer layer sheet having heat-shrinkability are overlapped with each other to make the label substrate into a cylindrical form, thereby forming a center seal section, and wherein one side edge of the design printed layer is arranged inside one side edge of the outer layer sheet and further one side edge of the inner layer sheet is arranged inside the one side edge of the design printed layer, whereby an outer layer sheet exposure section is formed in the rear face of the one side end section of the label substrate, and the outer layer sheet exposure section and the front face of the other side end section of the label substrate are overlapped with each other and stuck to each other with a solvent or an adhesive.

- 4. A heat-shrinkable cylindrical label, wherein both side end sections of a label substrate in which a design printed layer, an adhesive layer and an inner layer sheet are laminated in this order onto the rear face of an outer layer sheet having heat-shrinkability are overlapped with each other to make the label substrate into a cylindrical form, thereby forming a center seal section, and wherein one side edge of the design printed layer is arranged inside one side edge of the outer layer sheet, one side edge of the adhesive layer is arranged inside the one side edge of the design printed layer, and further one side edge of the inner layer sheet is arranged between the one side edge of the design printed layer and the one side edge of the adhesive layer, whereby an outer layer sheet exposure section is formed in the rear face of one of the side end sections of the label substrate, and the outer layer sheet exposure section and the front face of the other side end section of the label substrate are overlapped with each other and stuck to each other with a solvent or an adhesive.
- 5. The heat-shrinkable cylindrical label according to any one of claims 1 to 4, in which in the center seal section the side edge of the inner layer sheet in the other side end section of the label substrate is positioned outside the side edge of the inner layer sheet in the one side end section of the label substrate.
- 6. The heat-shrinkable cylindrical label according to any one of claims 1 to 4, wherein the inner layer sheet comprises a sheet having heat insulating property.
- 7. The heat-shrinkable cylindrical label according to any one of claims 1 to 4, wherein the inner layer sheet comprises a foamed resin sheet.
- 8. The heat-shrinkable cylindrical label according to any one of claims 1 to 4, wherein the inner layer sheet comprises a nonwoven cloth.
- 9. The heat-shrinkable cylindrical label according to any one of claims 1 to 4, which has a container-contacting face on which a heat-sensitive adhesive is coated.
- 10. A method of producing a heat-shrinkable cylindrical label continuum wherein: an outer layer sheet exposure section is formed in the rear face of one side end section of a label substrate continuum in which an inner layer sheet is laminated onto an outer layer sheet having heat-shrinkability; this label substrate continuum is made into a cylindrical form;

and the outer layer sheet exposure section and the front face of the other side end section of the label substrate continuum are overlapped with each other, and stuck to each other with a solvent or an adhesive; the method comprising: the step of printing a design printed layer onto the rear face of the outer layer sheet except an area which corresponds to the outer layer sheet exposure section formed in one side end section of the rear face; the step of coating an adhesive so as to position one side edge of an adhesive layer inside one side edge of the design printed layer; the step of sticking the inner layer sheet so as to position one side edge of the inner layer sheet between the one side edge of the design printed layer and the one side edge of the adhesive layer; and the step of sticking the outer layer sheet exposure section and the front face of the outer layer sheet of the resultant label substrate continuum to each other with the solvent or the adhesive, thereby forming the resultant continuum into a cylindrical form.

- 11. The method of producing a heat-shrinkable cylindrical label continuum according to claim 10, which comprises, immediately before the inner layer sheet sticking step, the step of cutting one side end section of an inner layer sheet original in the longitudinal direction thereof, thereby forming the inner layer sheet for the sticking.
- 12. A method of producing a heat-shrinkable cylindrical label continuum wherein: an outer layer sheet exposure section is formed in the rear face of one side end section of a label substrate continuum in which an inner layer sheet is laminated onto an outer layer sheet having heat-shrinkability; this label substrate continuum is made into a cylindrical form; and the outer layer sheet exposure section and the front face of the other side end section of the label substrate continuum are overlapped with each other, and stuck to each other with a solvent or an adhesive; the method comprising: the step of printing a design printed layer onto the rear face of the outer layer sheet except an area which corresponds to the outer layer sheet exposure section formed in one side end section of the rear face; the step of coating an adhesive so as to position one side edge of an adhesive layer inside one side edge of the design printed layer; the step of sticking and laminating an inner layer sheet original onto the adhesive layer, and subsequently cutting one side end section of the inner layer sheet original, in the longitudinal direction thereof, between the one side edge of the design printed layer and the one side edge of the adhesive layer; and the step of sticking the outer layer sheet exposure section and the front face of the outer layer

sheet of the resultant label substrate continuum to each other with the solvent or the adhesive, thereby forming the resultant continuum into a cylindrical form.

- 13. A method of producing a heat-shrinkable cylindrical label continuum wherein: an outer layer sheet exposure section is formed in the rear face of one side end section of a label substrate continuum in which an inner layer sheet is laminated onto an outer layer sheet having heat-shrinkability; this label substrate continuum is made into a cylindrical form; and the outer layer sheet exposure section and the front face of the other side end section of the label substrate continuum are overlapped with each other, and stuck to each other with a solvent or an adhesive; the method comprising: the step of using an outer layer sheet original having a given width as one unit and printing a design printed layer onto the rear face of the outer layer sheet original except an area which corresponds to the outer layer sheet exposure section formed in both side end sections of the rear face; the step of coating an adhesive so as to position both side edges of an adhesive layer inside both side edges of the design printed layer, respectively; the step of sticking the inner layer sheet which is slightly wider than the width between both the side edges of the adhesive layer, so as to position both side edges of the inner layer sheet between both the side edges of the design printed layer and both the side edges of the adhesive layer, respectively; the step of cutting the whole in the longitudinal direction thereof at a substantially central portion in the width direction of the whole, thereby yielding the label substrate continuum; and the step of sticking the outer layer sheet exposure section and the front face of the outer layer sheet of the resultant label substrate continuum to each other with the solvent or the adhesive, thereby forming the resultant continuum into a cylindrical form.
- 14. The method of producing a heat-shrinkable cylindrical label continuum according to claim 13, which comprises, immediately before the inner layer sheet sticking step, the step of cutting an inner layer sheet original, thereby forming the inner layer sheet which is slightly wider than the width between both the side edges of the adhesive layer.
- 15. A method of producing a heat-shrinkable cylindrical label continuum wherein: an outer layer sheet exposure section is formed in the rear face of one side end section of a label substrate continuum in which an inner layer sheet is laminated onto an outer layer sheet having heat-shrinkability; this label substrate continuum is made into a cylindrical form;

and the outer layer sheet exposure section and the front face of the other side end section of the label substrate continuum are overlapped with each other, and stuck to each other with a solvent or an adhesive; the method comprising: the step of using an outer layer sheet original having a given width as one unit and printing a design printed layer onto the rear face of the outer layer sheet original except an area which corresponds to the outer layer sheet exposure section formed in both the side end sections of the rear face; the step of coating an adhesive so as to position both side edges of an adhesive layer inside both side edges of the design printed layer, respectively; the step of sticking and laminating an inner layer sheet original onto the adhesive layer, and subsequently cutting both side end sections of the inner layer sheet original, in the longitudinal direction thereof, between both the side edges of the design printed layer and both the side edges of the adhesive layer; the step of cutting the whole in the longitudinal direction thereof at a substantially central portion in the width direction of the whole, thereby yielding the label substrate continuum; and the step of sticking the outer layer sheet exposure section and the front face of the outer layer sheet of the resultant label substrate continuum to each other with the solvent or the adhesive, thereby forming the resultant continuum into a cylindrical form.

- 16. The method of producing a heat-shrinkable cylindrical label continuum according to claim 13 or 15, wherein a sheet original in which plural units made of plural outer layer sheet originals which are each equivalent to the outer layer sheet original, which each have the given width, are connected to each other in the width direction of the units through cutting-planned line is used to perform the above-mentioned steps separately for each of the units.
- 17. The method of producing a heat-shrinkable cylindrical label continuum according to claim 10, 12, 13 or 15, wherein the inner layer sheet comprises a sheet having heat insulating property.
- 18. The method of producing a heat-shrinkable cylindrical label continuum according to claim 10, 12, 13 or 15, wherein the inner layer sheet comprises a foamed resin sheet.
- 19. The method of producing a heat-shrinkable cylindrical label continuum according to claim 10, 12, 13 or 15, wherein the inner layer sheet comprises a nonwoven cloth.